



# *THE* Macdonald Farm Journal

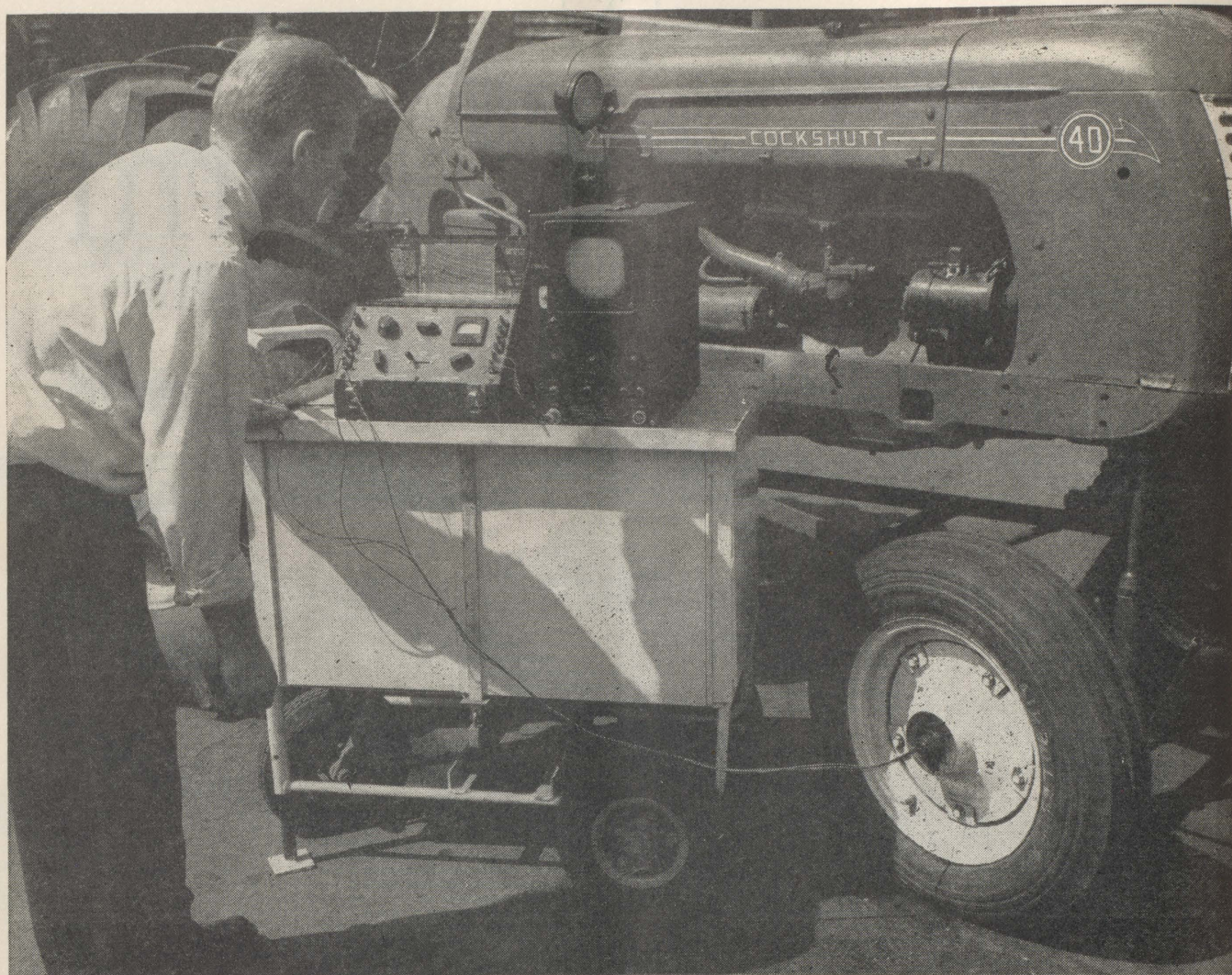
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F A R M • S C H O O L • H O M E







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## The Cut In The Farmer's Milk Cheque

The price paid to farmers who ship milk to Montreal dropped ten cents a hundredweight in June. Specifically, the decline was from \$4.50 to \$4.40 per hundred. This was the first price change in more than three years, and it sets us to speculating.

The first issue which suggests itself: who gets the ten cents? And here we don't have to speculate. It goes entirely to the distributors. This runs to more than 400,000 dollars per year. Does this all go into extra profits? Or are the distributors increasing the services they render? Or have they lost another round of bargaining with their labour unions? We have every confidence in the Quebec Dairy Industry Commission which authorized the price cut, but the public, especially dairy farmers and consumers, deserves some answer to these questions.

The profits of distributors are naturally of concern not only to the shareholders of the companies, but also to farmers and consumers. And since the level of these profits is determined by a public body, on behalf of the public, every one has a right to be informed just what they are. In refusing a recent application for a freight rate increase, the Board of Transport Commissioners told the C.P.R. that for the time being it would have to be satisfied with a three per cent return on investments in rail operations. That's hard to take, but at least the C.P.R. and the public were told exactly why they had to take it. And, just a week ago, a Nova Scotia rate setting body refused the telephone company a rate increase with a lengthy explanation that its present six per cent profits were high enough.

The milk business is no different. The profits of both farmer and distributor, who share about equally what the consumer pays for milk, should be public information. We are aware of all the arguments about the difficulty of compiling such information. But it can be done, and it should be done. Otherwise, public confidence in the control of milk prices will gradually be withdrawn.

Dairy farmers are surely asking, and have every right to ask, why more than \$400,000 a year should be transferred from them to milk distributors at this time. The Dominion Bureau of Statistics farm cost data don't provide grounds for a price reduction in June, 1954. Perhaps the Commission is just catching up with the modest decline in feed prices in 1953. Or perhaps it anticipates more! Or perhaps the Commission knows that too much surplus milk is being produced in this milkshed. Again we appeal for facts.

Nor should the consumer be forgotten! We are aware of the difficulty the homemaker has in stretching a pay cheque over the necessities, without any luxuries. She has a right to demand the lowest cost milk which gives both farmer and distributor adequate returns. Many homemakers have honest doubts that they are getting just that.

A staff member of Macdonald a few years ago suggested that the public authorities and the dairy industry undertake research with the aim of expanding milk consumption by getting it on the family table at the lowest possible cost. We repeat our view of the need for such work. Thus, we are happy to see Ontario studying bulk shipment, or tank trucking, of milk.

But no aspect of milk production and distribution should be exempted from fact finding types of research. This statement applies to such studies as that involved in eliminating the one or two can producers (as they are apparently preparing to do in the Halifax market), where this means a higher quality or lower cost milk supply. However, it applies equally to the question of differential prices for store sales, discounts for purchase of three or four quarts a day, and every other day delivery.

When milk is defined by law as a public utility, this means control over supply and prices. And there is nothing more puzzling or frustrating to the public than half way control.

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# The Frozen Food Way

by Jean David

**T**HE growth of the frozen food industry can be attributed to the fact that freezing has brought time to a standstill and eliminated distances as far as foods are concerned. Fresh foods produced locally or in some distant part of the world, when harvested at their maximum quality, rapidly processed and quick frozen to seal in their full flavor and nutritive value, can then be stored locally or transported to any other part of the globe without any adverse effect. Freezing brings the world's best foods within arm's reach.

The ensuing high quality and similarity to fresh products has resulted in a widespread consumer acceptance to build up an industry which is changing our ways of eating.

While it may not appear so at first glance, freezing is really a very old method of preserving foods. The familiar canning method is barely 150 years old but natural or "weather" freezing must have been practised for thousands of years, undoubtedly as soon as man observed that cold would prevent food spoilage. Weather freezing of fish was even used commercially over 100 years ago. It is still used to a certain extent in the country where slaughtering is delayed until fall with the hope that the cold weather will preserve the meat from spoilage. Before mechanical refrigeration came into use, ice and salt mixtures were being employed in commercial poultry freezing in the latter part of the last century. In New Zealand, freezing of mutton for export was being practiced around 1890.

With the increasing research in the field of processing and freezing of foods, fruits and vegetables soon took their place in the long list of frozen foods. A great

**Dr. David is an authority on frozen foods, their preparation and storage. With the canning and freezing season at hand this is a timely article.**

variety of items such as sea foods, fruit juices, precooked foods, baked goods, complete meals, and coffee have been added in the last ten years. Research is being carried out constantly to develop new products and some investigators are working on a frozen milk concentrate, of the same type as the frozen orange juice, which could change the milk distribution system considerably and perhaps lower the cost of this important food to the consumer. Of course, a more widespread distribution of freezing storage facilities in the home is necessary before such a method can be used.

Commercial frozen foods have more or less ceased to be a novelty and they are now well accepted by the consumer. Without neglecting their further potentialities, let us concentrate on the two other ways by which the consumer can take more advantage of the freezing method of food preservation, the *Locker Plant* and the *Home Freezer*.

The locker plant is a place where freezer storage is provided for individual families, where urban, suburban or farm dwellers may store their own meat, poultry, fish, game, vegetables, fruits, eggs, butter and other foods for use against the day when prices are higher or such items cannot be obtained.

The trend in the establishment of locker plants is definitely in connection with retail food stores. It is quite logical for a meat man to add a locker plant to his market since he knows how to cut, wrap and judge meat and meat products. This man already has the necessary tools, including meat cutters, choppers, tenderizing machines, scales, cutlery, cooler, etc. All he needs to start operation is the sharp freezer and the locker room.

In addition, the butcher usually has the time to devote to a locker plant. The retail meat business is a rush business with over 50% of the weekly volume being done in 20% of the hours of the week, leaving considerable free time for cutting up meat for locker renters.

Whether or not the locker plant is added to an existing store, it should have at least the following parts:

## Chill It First

A *chill and aging room*, where fresh slaughtered meat should hang until all body heat is removed. When pork, veal and lamb carcasses are thoroughly chilled, they are ready to be processed into individual cuts. However, beef carcasses can be allowed to remain in this room for several days in order to ripen the meat tissues. The



Storage lockers like these are to be found in increasing numbers throughout the country.



temperature maintained in this room is around 34 to 36°F.

A *sharp freezer*, for the rapid freezing of the foods so that all the flavor, color, taste and nutritive value of the original product will be perfectly preserved. The sharp freezer can be a cabinet or a room where the temperature is kept at  $-10^{\circ}\text{F}$  to  $-40^{\circ}\text{F}$  depending on the type of installation. The sharp freezer is really at the heart of the locker plant operation as well as at the heart of the whole freezing industry. The quality of the foods stored is largely dependent on its proper use.

The *locker room*, where the frozen foods are stored until the consumer is ready to use them. This room contains a number of individual lockers arranged in filing cabinet style and of a capacity of approximately 6 cubic feet per locker. The temperature is usually maintained at  $0^{\circ}\text{F}$  in the locker room.

A *cutting and processing room*, where meat carcasses are cut according to the customer's wishes and wrapped properly to insure moisture-vapor proofness of the packages.

A number of additional rooms may be added such as a receiving room, a slaughter room, a separate aging room, a smoke house for ham and bacon curing, a processing kitchen at the disposal of the customer for the preparation of fruits and vegetables but these are not essential for a good locker plant.

Even with only the four essential rooms mentioned, today's locker plant is quite different from the first ones in operation 30 to 40 years ago when space was rented out in cold storage warehouses to those who slaughtered their own animals and stored them without any other precaution.

To-day, however, the locker plant is available to the city dweller as well as the farmer who raises his own food, since the locker plant can furnish meats, fish, fruits and vegetables at wholesale prices with appreciable saving to the consumer.

The locker plant is probably the key to the continued expansion of the frozen food industry. The numerous services it offers make it an essential part of every community, perhaps more so in rural areas where the customers are raising their own animals and growing their own produce.

Some of the reasons for the rapid growth of the locker plant industry are:

More widespread knowledge of freezing technique and the effect of freezing on foods.

Improvement in the number and quality of services rendered by locker plants to customers.

The freezing method is economical, easy to use and saves time.

This industry will continue to grow if it maintains its high standard of service and quality. This can be done only by the establishment of good plants, well



You can store all your needs for long periods of time in storage lockers.

equipped and run by operators conscious of the importance of the work they are performing.

### Storing at Home

The *Home Freezer* brings the frozen food supply directly into the kitchen. It eliminates frequent trips to the food stores and can freeze small quantities of garden produce such as a few packages of strawberries or a few boxes of peas as they ripen in the garden. However, it must be remembered that the home freezer will not do everything. It cannot freeze large quantities of food at one time. The home freezer buyer should be supplied with all the information possible on how to use his unit.

A lot of time and energy has been wasted over which is the better: a home freezer or a locker. In the frozen food scheme, both have their definite place and each is at its best when used with the other. The locker plant will accomplish what the home freezer cannot do such as meat cutting, wrapping, ham and bacon curing, quick freezing, and bulk storage. Some beef, pork, a few chickens, fish are kept in the freezer along with a variety of fruits and vegetables. When there is a heavy freezing load of any food, it is sent to the plant which has heavy freezing equipment.

The locker plant industry, which a few years ago expressed worry over the growing popularity of the home freezer has now changed its views. A number of locker operators cater directly to the freezer owners by offering them the facilities of the locker plant for bulk buying of meats, fruits and vegetables, and processing and freezing. Some are even selling home freezers.

One of the latest developments in frozen foods merchandizing is the "Freezer-Food Plan" which is gaining rapid acceptance throughout Canada and the U.S. A food plan can consist of any assortment of meat and frozen foods that the customer wants at certain, established discounts. Specific plans in which a given number of pounds of meat and a given number of packages of fruits, vegetables, etc. are included, are also being pro-



posed. Freezer-food plans may be offered in cooperation with home freezer dealers or by home provisioners who specialize in supplying freezer owners with the foods they need. These food plans are directed mainly at the city dweller who has no facilities for growing his own foods.

While locker plant facilities and home freezers are available or can be made available to the consumer, it is essential that he receives information on the advantages and possibilities of freezing preservation of foods. Since the next person is as interested as we are in saving money, perhaps it is best to make him realize first, the fundamental economies in this system of preserving home-grown foods. Thus, for the family that is attempting to preserve fresh meat on the farm, the local locker plant will eliminate the losses resulting from a lack of controlled temperatures. Any time is slaughtering time when freezing facilities are available. There is no more need to supply expensive feeds to the animals after they have reached their optimum stage of growth. The food supply for the family can be stored when the commodities bring in a low return to the farmer. The same commodities which would be used later for feeding the family may then be sold at a more advantageous price.

For the family in the habit of purchasing fresh meat by the pound at the retail butcher shop, the locker provides means of buying the same foods wholesale with the resulting economy.

On the other hand, the economy claims should be reasonable and supportable. Fantastic savings of up to 50% on the consumer's food bill are sometimes advertized. It would be very difficult if not impossible to prove such claims and they do more harm than good to the industry.

The saving of time is another advantage of freezing since this process requires no long sterilization as in canning.

The increased demand and desire on the part of the consumer for better diets supplies another very good argument in favor of frozen foods which should create a shift towards their use even if the economy item did not come into the picture. The considerable amount of research carried out on this subject shows that, although losses do occur in the preparation of certain products such as fruits and vegetables for freezing, the nutritive value of foods preserved by this method is very high and compares favorably with the fresh foods from which they are prepared. In fact they often contain more carbohydrates and vitamins than the same fresh produce available in the retail stores. Frozen meats do not lose any food value in the normal storage periods. The wholesale buying of meats provides an opportunity of obtaining a better product than is usually available in the average small town market.

## Reduce Baby Pig Losses . . .

Loss of baby pigs is probably the largest hazard to successful swine production. Losses occur mainly in the period from birth to weaning, when around 20 per cent of the pigs die from various causes.

Records from the swine herds on Experimental Farms indicate that 78 per cent of the pigs born alive survive to weaning. This is quite a high survival compared with similar figures from some other sources. But the loss of 22 per cent of pigs born is still very real and warrants close scrutiny, says E. M. Fraser, Animal Husbandry Division, Central Experimental Farm, Ottawa.

What are the causes of little pig losses, and how can they be avoided?

Crushing by the sow is the principal cause, and almost one-half of the total losses arise from this cause. To reduce losses from crushing it is suggested that sow be selected for second litters on the basis of their care of their first litters; that guard rails and pig brooders be used in the farrowing pens; and that only a minimum of bedding be used.

There are a number of other causes of baby pig losses such as those farrowed dead or weak, those chilled or starved, as well as a number of miscellaneous and unknown minor causes of losses.

It may not be possible to save every single pig in a litter, but it should be possible to avoid many of the losses by giving attention to the important items of feeding and management. The most important of these are to provide ample feed of good quality for the brood sow and her litter, and to arrange a suitable farrowing pen with equipment designed to save pigs. The pen should be warm and dry, fitted with guard rails, and if electricity is available a brooder with a heat lamp should be provided. Later, when heat is no longer required the brooder can be converted to a creep and supplemental feed provided for the rapidly growing litter.

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# Farm Forum News And Views



Members of the Granby Hill Farm Forum who prepared the supper held there in the late Spring. Picture 2 shows the Provincial chairmen at the National Conference, reading from left to right: Glen Smiley, Alta; Walter Hodgman, Que; Gerald Finley, N.S.; and John Bird, Ont. Picture 3 shows Keith Russell and D. R. Robinson at the Secretaries' workshop, held at the University of Saskatchewan.

"The Royal Commission on Agriculture and Rural Life in Saskatchewan used Farm Forum techniques in gathering information on which to base its report", said W. B. Baker, Chairman of the Commission. He added that Forum techniques will also be used in bringing the Commission's report and recommendations back to the people. Our greatest challenge is to involve the common man in the great economic and social changes.

During the questioning of the Commission panel by Lincoln Dewar of Prince Edward Island and Glenn Smiley of Alberta and later by audience questions, some points brought out were —

- 50 to 60% of the farms in Saskatchewan had a gross income less than \$2,500 in 1951.
- Such farms have little left after paying expenses to increase production, either through more intensive farming or by increasing the size of their operation.

- The trend is towards small farms being taken over by the very large farms.
- The problems of agriculture are too complex for separate treatment. Factors such as mechanization and credit must be treated as related rather than separate problems.
- To bring the people into the policy field, farm organizations must make Farm Forum a working part of their program.

## The panel of Forum Secretaries decided —

- Farm organizations could make greater use of National Farm Radio Forum as an educational medium and as a means of testing public opinion.
- Too often farm organizations tend to think of Farm Forum as competing rather than as an educational medium which can be of assistance to them.
- Forums have helped to develop many farm people as leaders of organizations.

## Information Please! ★ ★ ★

### Farm Mechanization

IN 1952 with a working force of only 15.6 per cent of the total gainfully employed. Canadian agriculture produced products for sale off the farm to the value of \$2.8 billion. This tremendous output with a relatively small labour force, has been made possible mainly through the use of modern farm machinery.

Sales of farm machinery and equipment in Canada in 1936 were \$19.3 million; in 1940 they were \$47.7 million; in 1950, \$218.2 million; and in 1952, \$250.3 million.

Reviewing Canadian farm mechanization in the February Economic Annalist, a publication of the Economics Division, Department of Agriculture, Ottawa, H. G. Shaw and R. C. Gilstorf point out that "the cumulative effect of the heavy volume of purchases of

**This section should make interesting reading for it is given over to the problems of our readers. Problems sent in by Farm Forum and other groups are dealt with here.**

farm equipment and machinery in postwar years has increased the relative importance of that component of total farm investment. In 1936 land and buildings represented 76.8 per cent of the total investment on Canadian farms; implements and equipment, 10.7 per cent and livestock, 12.5 per cent. In 1950 the land and buildings component had declined to 65.9 per cent of the total whereas implements and equipment had risen to 14.3 per cent and livestock to 19.8 per cent".

Sales by provinces were about the same in 1941 as in 1951. Ontario was the largest purchaser in 1941 and ran



a close second to Saskatchewan in 1951. Ontario purchases alone were almost double the value of those in Quebec and the Maritimes. As a group the Prairie Provinces were well ahead of any other combination of provinces. Their collective share represented 58 per cent of the total in 1941 and 60 per cent in 1951.

Most of the important increase in farm machinery has taken place since 1941, and between 1949-52 the purchases of diskers, weed sprayers, forage crop harvesters, hay balers, combines — and equipment for use with these machines, and stock watering equipment were prominent.

Some indication of the growth in machinery on Canadian farms in twenty years is shown in the number of machines per 100 farms in 1931 and 1951. Automobiles increased from 44 in 1931 to 53 in 1951; trucks from 7 to 31; and tractors from 14 to 64. Grain binders declined by ten, from 59 to 49, but grain combines increased in number per 100 farms from 1 in 1931 to 15 in 1951. Electric motors increased from 3 to 32.

## Milk and Meat Best Foods

Dr. L. A. Maynard, director of the School of Nutrition at Cornell University, Ithaca, N.Y. in speaking on "Animal Agriculture" stated that a strong animal industry is essential for a prosperous agriculture in both Canada and the United States.

Animal products, meat, milk and eggs are preferred foods all over the world because of the high palatability, and because of their superior nutritive value, which is due to the high quality protein, minerals and vitamins which they contain.

The fat of animal products is of value primarily as a source of calories, which can be equally well supplied by vegetable oils. But the public is becoming alarmed about eating too many calories, and consumers are shying away from fatty foods.

In the case of milk we have for too long over-emphasized the value of its fat content, whereas the non-fat part is much more important nutritionally. Butter contains vitamin A, but otherwise is not noticeably superior to margarine, to which vitamin A can be added.

The future of the dairy industry lies in concentrating on the sale of whole milk, and possibly on cheese, but butter will have to compete with fortified vegetable fats. The dairy industry should get away from fixed standards and find more economical outlets for its fats, such as a dairy spread using skim milk solids.

Increased consumption of animal products depends on a prosperous animal industry, and serves both human health and a more stable agriculture.

## Book Review

**FARM MANAGEMENT.** By James Wyllie. London: Farmer and Stock-Breeder Publications Limited. 1953. Pp. ix - 249. 25s.

American and the one Canadian book on farm management follow such routine patterns that it is refreshing to see an alternative approach to the subject. This is presented in Mr. Wyllie's book. Much of the book is not applicable to Canadian conditions, but the general ideas are surprisingly applicable. And dealing with the farm problems of another country, the book makes interesting reading.

It is especially useful to have an author make much of the qualifications which attach to farm management. Mr. Wyllie states in his introduction: (1) farm management "is an art rather than a science because of the large number of variables in farming over which the farmer has little or no control"; and (2) "whatever the conditions of soil, climate, topography, layout and so on may be, it is the farmer and the workers who determine whether the farming will be good, bad, or merely indifferent." These qualifications require that profitable study of farm management to be oriented to the problems of the individual farm. The only place to do good farm management work is on the farm. The only way to do it is to make a careful appraisal of the farm operator and his family, the soils, buildings, livestock, and machinery which one finds on a farm. From this background one can then make useful projections of what would happen to production and income if adjustments were made in the crop and livestock systems and practices. This means that good work in farm management requires the cooperative efforts of specialists in all branches of practical agriculture.

One of the severe limitations of this book is that it embraces a traditional view respecting measures of efficiency of the farm. Budgeting the farm business, that is setting up an analysis of what a farm might earn with alternative organization schemes and expected prices and costs, is compressed into six pages. As the approach which must be central to constructive study of opportunities for increasing financial returns, farm budgeting warrants far more attention.

Perhaps Mr. Wyllie's most important chapter is the one entitled "The Essentials of Successive Farming", in which he attacks such questions as (1) How to raise total output; (2) Cash crops vs livestock; (3) Choice of livestock; (4) Choice of crops; and (5) Reduction in cost per unit.

The later half of the book makes the most interesting reading for Canadians. It deals with the management problems which the writer has studied for 30 years in the following types of farming in the United Kingdom: (1) Milk production; (2) Beef production; (3) Sheep husbandry; (4) Pig husbandry; and (5) Crop husbandry.



# Insect Men One Hundred Years Old

**The information in this article has been compiled by Dr. F. O. Morrison of Macdonald College and should be of interest to all in agriculture.**

THE entomologists, the people who study insects, in the United States number only about 4,700 persons, but the world owes them plenty for its well-being, and this year this select little group is celebrating its 100th anniversary as a professional group, for it was in 1854 that Asa Fitch was appointed by the New York State Government to study injurious insects in that state, and in that same year Townsend Glover became the first United States federal entomologist.

In Canada the organization is about 70 years old dating from the time when Dr. James Fletcher was appointed Dominion Botanist and Entomologist in 1884, but articles on insects by Canadians had appeared in farm journals before this, and some which appeared in the middle of the nineteenth century were definitely agricultural in their outlook. For instance, H. J. Hind, professor of chemistry at Trinity College in Toronto, published in 1857 a 139 page essay on insects and diseases injurious to wheat crops; C. J. S. Hill published a similar treatise in 1858.

An abortive effort was made to establish a chair of agriculture at the University of Toronto and it seems probable that occasional lectures in entomology were given there. The Entomological Society of Ontario came into being in 1863, largely through the efforts of Dr. Wm. Saunders, Dr. James Fletcher, Dr. Baines Reed, Mr. H. H. Lyman and the Rev. Dr. C. J. S. Bethune. In 1869 the Ontario Society commenced the publication of the Canadian Entomologist which is still being published. The government of the Province of Ontario incorporated the society in 1870 and gave it an annual grant. A Montreal Branch held its first meeting in 1873 and has been meeting regularly ever since.

The first American book on economic entomology, "Insects Injurious to Fruits" by Dr. W. Saunders a Canadian was published by Lippincott and Co., Philadelphia, in 1883. Dr. Saunders became the Director of the Dominion Experimental Farm Service on its inception in 1886 and played a very important part in fostering entomology in Canada as well as contributing published work himself. Dr. Saunders, Dr. Fletcher and several other Canadians played a major role in the organizing of the (American) Association of Economic Entomologists in 1889 and several of them became charter members.

Dr. Gordon Hewitt was named Dominion Entomologist in 1909. He was given one assistant and a stenographer and was attached to the Experimental Farm Service. During his 21 years of service, he built up his unit into a separate branch of the Department of Agriculture.

There were then four divisions of the branch employing about fifty permanent staff. Dr. Arthur Gibson, Mr. McLaine, Mr. Crawford and Dr. Robert Glen have followed Dr. Hewitt. Today the problems of agricultural entomology are handled by the Entomological Division of the Dominion Science Service. There are laboratories in every province and a total staff of approximately 250 trained entomologists. The Division of Forest Biology also employs a number of entomologists. Each university has its department and the provincial governments have extension men. Recently insecticide companies have begun to keep advisory and research staffs of insect specialists. A few are also employed by provincial and national health departments and by the Department of National Defence. There are probably 450 professional entomologists in Canada. An average of 28 trained men graduate from our colleges each year. The proportion of entomologists to total population is not far different from that in the United States.

Insect losses to farmers appeared early in the history of Canada. Jones in his history of agriculture in Ontario, records that between 1837 and 1844 the wheat midge spread throughout both Lower and Upper Canada reducing the export of that grain from 210,000 bushels in 1843 to 40,000 in 1844. The estimated loss to Upper



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Canada from this pest in 1856 was \$2,500,000. Smoke, sulfur, and early and late seeding and "fly proof" varieties were all tried in vain. Losses to insects today cannot be expressed in figures. Canadians spent \$14,202,000 on pest control chemicals in 1949. There are over 700,000 kinds of insects known. Not all are harmful. Some are definitely beneficial. Still, 6,000 are recognized as pests or potential pests in America and possibly as many are poised on our doorstep waiting to come in. Each year entomologists publish some 60,000 papers on various phases of insect study in an effort to keep our knowledge abreast of the needs of the times.

It is impossible to separate the work of Canadian entomologists from that of the United States. They rely heavily on each other. Our temperate climate has relieved us of serious problems from insect spread of tropical diseases such as malaria, but bubonic plague, Rocky Mountain Spotted Fever, tick paralysis equine encephalitis, and tularaemia are not unknown in Canada. Behind the scenes laborious studies of these problems are going on continuously. Only recently has that notorious disease spreader, the house fly, been practically eliminated from

our houses. The bed bug has been relegated to the entomological museum and the potato beetles stopped in their tracks. Recently, and painfully acquired knowledge of the biting flies in our far north will be invaluable should it ever be necessary to conduct military campaigns in that part of the country. Without Canadian devised control programs for the codling moth the Okanagan Valley would not be in the apple business. Blemish free fruit demanded by the modern housewife is impossible without insect control. The wheat industry of Canada has been saved immense sums by the development (by two Canadians) of the saw fly resistant wheat variety, Rescue. Ten years ago the application of insecticidal chemicals to more than 100 acres was, if not physically impossible, financially impractical. During 1953 and 1954 well over one million acres of forest in New Brunswick has been sprayed from the air for the control of spruce bud worm in a tremendous operation which is believed to have been both effective and practical. The entomologist is no longer the bearded professor with a butterfly net but a scientist to whom we owe much of our comfort, standard of living, and even possibly in many instances our being.

## How To Maintain Summer Milk Production

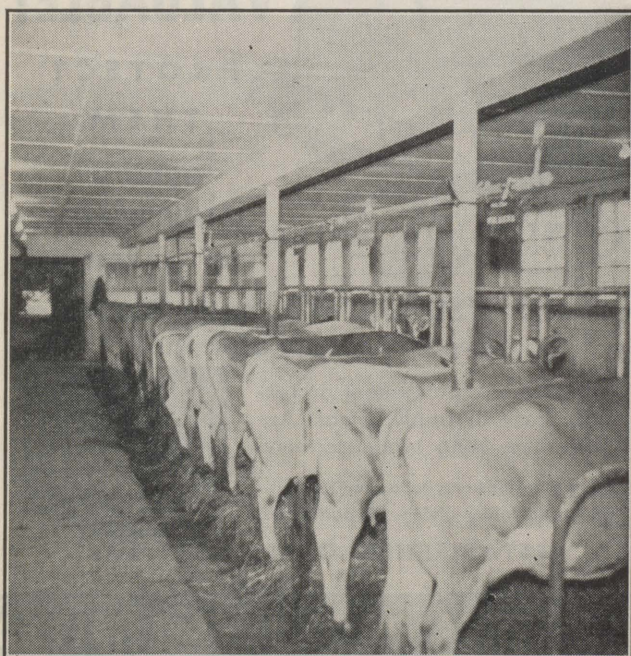
Cows on abundant good quality pasture will eat enough herbage to produce 40 pounds of 4 per cent milk or its equivalent, according to findings from Macdonald College. Pastures so far this year, in most regions, are lush and abundant.

However, despite lush pastures, cows at Macdonald

that exceed forty pounds of milk per day are fed grain. Mixed farm grain, without protein supplement, has proved an effective method of maintaining production with the College herd. In general, farm grains along with one per cent of iodized salt and one per cent of feeding bone-meal, have proved an effective supplement to high producers on spring pasture or aftermath. Cows have free access to salt as well.

Comes mid-summer conditions — and we are likely to have plenty of hot, dry weather before the season is out — most pastures are somewhat like timothy hay in protein content. Under these conditions the Macdonald summer-feeding program is more like winter. A balanced 16% protein cow meal mixture is fed as a supplement. The thumb rule for feeding is one pound of 16% protein supplement for each three pounds of milk produced after the first 20 pounds. This system is also used if cows are out on very poor quality pasture or pasture is limited at any time.

Dry cows of the College on good legume pasture with an available mineral supplement of one part iodized salt to three parts steamed bone meal, are put in good condition for freshening. Experience with the Macdonald herd confirm experiments with cattle that show gains of a pound a day during the whole sixty day dry period will increase milk flow in their next lactation as much as 15 to 25 pounds.



An efficient, well kept barn is the first requirement for clean milk production.

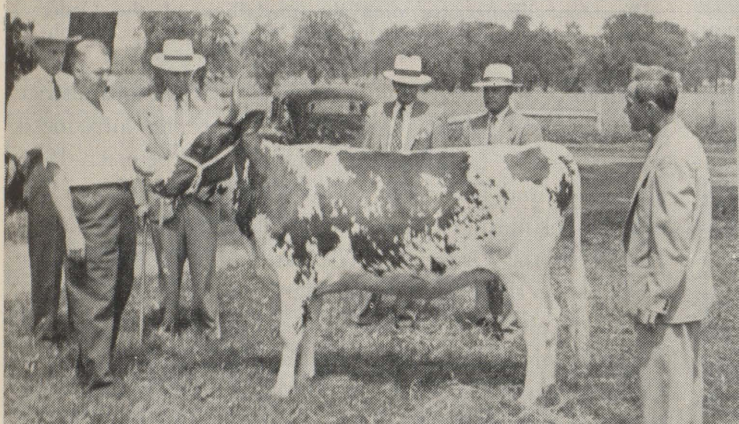
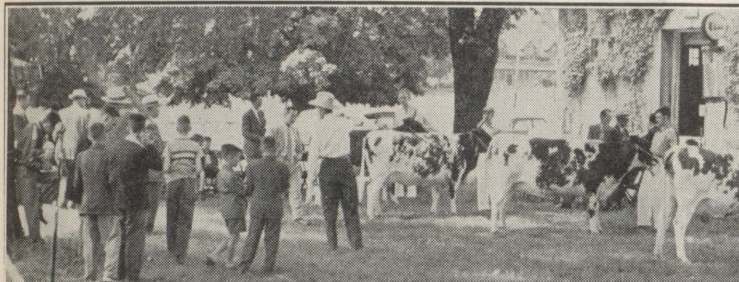




## DEPARTMENT OF AGRICULTURE

*Activities, Plans and Policies of the Quebec  
Department of Agriculture*

### The Quebec Ayrshire Picnic



PICNICS and fine weather are supposed to go hand-in-hand; but the fine weather early in July rather spoiled the plans of the organizers of the annual field-day of the Quebec Ayrshire Society by keeping the crowds down on the farm doing the haying. Only about 150 came to Macdonald College for the event as compared with 700 who turned out at St. Hyacinthe last summer.

However, those that turned out had a chance to see some of the top animals in the Macdonald herd and watched Prof. Ness and Prof. Toupin stage a demonstration of Ayrshire classifying. Representing the Department of Agriculture was the deputy-minister, Rene Trepanier, who announced, in the course of his talk, that the difficulties in reconciling the provincial blood test for brucellosis with the requirements for the export of cattle to the United States had finally been overcome. He also urged all cattle breeders to make fuller use of the facilities that the agricultural colleges and the provincial Department of Agriculture could place at their disposal.

François Boulais was in charge of proceedings and he carried affairs along in his usual efficient manner. Dean Brittain welcomed the visitors on behalf of the College and Leo LeBlanc, the Society's president, had some gracious words of thanks for the College's hospitality and of appreciation of its herd.

Our pictures tell the rest of the story. At top left in the panel we see François Boulais, under the Stetson hat, organizing a judging contest for the boys and girls. In the lower left picture the top senior heifer poses with Mr. Boulais, Gilbert MacMillan, Prof. Ness, Leo LeBlanc and L. N. St. Pierre while Jim Houston, the College farm manager, holds her halter.

In the picture at top right are the three oldest of five daughters of Macdonald Snow 4th, shown to illustrate the importance of considering families in livestock selection. At ten years of age, Snow 4th has an average production of 12,862 pounds of milk for her first seven lactations and her three oldest daughters are showing similar ability as high producers.

The cattle display was completed with a showing of daughters by Carnell Pearlstone and Lindwood Improvers Brownie Boy, the two herd sires. The offspring of these two bulls were excellent illustrations of what a sire can contribute toward the improvement of type and production in a herd.

In the bottom right photo Prof. Ness and Prof. Toupin study a group of cows they used to demonstrate the method and importance of classification of cows as to type.



## Agronomes Recognize Contributors To Progress

A new type of recognition for outstanding services to agriculture has been instituted by La Corporation des Agronomes de la Province de Quebec, with the creation of the "Order of Agronomic Merit". At the annual meeting of the Corporation held earlier this summer, six well-known figures in the agricultural world were honoured with charter membership in the new Order. They were:

Henri C. Bois, a graduate of Oka and Cornell, economist with the Department of Agriculture at Quebec until he assumed the post of general manager of the Co-operative Federee in 1943; past president of the Dairy Commission; past president of the Conseil canadien de la Coopération; Commander of the Order of Agricultural Merit; one of the prime movers and first president of the Corporation des Agronomes.

Nolasque April, regional agronome for Chateauguay since 1920, director of the Agricultural School at Ste. Martine since 1933; past president of the Corporation des agronomes and a Commander of the Order of Agricultural Merit.

Emile A. Lods, Associate Professor of Agronomy at Macdonald College and a plant breeder of wide renown; a graduate of Macdonald College and of Laval University, member of the Provincial Seed Board and Vice-President of the Canadian Seed Growers' Association; a past-president of the Corporation.

Raphael Rousseau, a graduate of Oka in the class of 1911 and one of the first district agronomes engaged by the Quebec Government, appointed to the Bagot-Drummond district in 1913; Commander of the Order of Agricultural Merit and holder of the diploma of the Société des Agriculteurs de France. Affectionately known as the dean of Quebec agronomes.



President l'Esperance pins the medallion of the Order of Agronomic Merit on the lapel of Agronome Charbonneau.

Anthime Charbonneau, a graduate of Oka and district agronome for Joliette since 1921, where he introduced poultry raising to the county in the years between 1921 and 1930, and had much to do with the creation of the tobacco plantations which now flourish in this area. Holder of the Order of Cooperative Merit and a silver medallist of the Agricultural Merit competition.

Mr. Walter M. Stewart, the business successor of Sir William Macdonald in the Macdonald Tobacco Company, is not a practicing agronome, but he has made immense contributions to agriculture, indirectly, by his most generous contributions of funds to enable Macdonald College to adequately carry out the purpose for which it was founded. Mr. Stewart is maintaining the traditions of philanthropy and of assistance to education which was so characteristic of Sir William himself.

### Agronomes Discuss Their Business

Most of the sessions of the meeting, which was attended by some 500 agronomes from all parts of the province, most of whom had their wives along with them, were given over to discussions of methods by which the members could best carry out their duties and increase their effectiveness to the farming community, and to studies of current trends in production and marketing of farm products. The annual luncheon, at which the decorations mentioned earlier were presented, was attended by His Eminence Cardinal Leger, who proved in his talk to be no stranger to farms and farming, and also by Mr. J. O. Asselin, Chairman of the Executive Committee of the City of Montreal, who emphasized the inter-dependence of farm and city folk and showed that he was fully aware of the importance of the work being done by the agronomes.

Among the more important resolutions adopted at the closing session was one suggesting a publicity campaign in favour of conservation of natural resources,



These are the first agronomes to be honoured with the Order of Agronomic Merit. Standing are Prof. Emil Lods, Anthime Charbonneau, Nolasque April. Seated are David Stewart (who accepted the decoration on behalf of his father), Henri C. Bois and Raphael Rousseau.



but particularly soil conservation. The brief submitted to the Tremblay Commission was approved by the delegates, and it was decided to continue to make a detailed study of the problems involved in the marketing of farm products.

Roland l'Espérance was re-elected for another term as President and the two vice-presidents, L. de G. Fortin of Ste. Anne de la Pocatière and Alphonse Brassard of

Chicoutimi were also re-elected. Rene Monette continues as Secretary-treasurer, and the other members of the Board of Directors are Messrs. J. E. Audet, Macamic, Ernest Mercier, Lennoxville, Bernard Boulais, Maniwaki, Paul Paquin, Roberval, Léo Filion, Montreal, Hubert Hurtubise, Quebec, Lucien Roy, Rimouski, Léonard Laplante, Ste. Anne de la Pocatière, and Armand Joubert, Nicolet.

## A Day In The Orchard

APPLE growers of Quebec made Abbotsford the locale for the annual summer meeting of the Quebec Pomological Society on July 29th, and a goodly number of them, with their families, turned out for the occasion.

Proceedings got under way early in the morning with an inspection of the newly-completed cold storage plant of the Abbotsford Apple Growers' Co-operative, situated on Route 1 just outside the village. With three storage rooms, the building has a capacity of 105,000 bushels, which could, in an emergency, be stepped up to 125,000, and is ready to store this fall's crop. Costs have been saved by the use of Freon refrigerating fluid — 90 tons of it — which means that an engineer is not needed to keep the plant running. Lifting trucks will be used to handle the boxes instead of the conventional conveyors, and president Boyd Honey claims that the whole plant can be looked after by one man, with perhaps a little help at rush times. Other officers of the co-operative, which has 28 members, are vice-president Jacques Boulais, and directors Albert Whitney, Albert Duclos and Emilien Bousquet.

When this part of the programme was over, those who were interested went up the road to the Thomson & Thomson orchard to hear Don Blair of the Horticulture Division at Ottawa describe the results of some of their experiments with frame-working. Going through the orchard where four different types of stem builders had been used, top-worked to MacIntosh, it was evident that the best results had come from the Antonovka stock. The vigour and good shape of the trees on this stock stood out sharply from neighbouring trees where Anis

had been used. Hibernial and Patton Greening stocks had also been tried; the Hibernial did well, but both they and the Patton Greening trees tended to have sharp crotches, a feature also found with the Anis stock, in addition to which the Anis seems to have a definite dwarfing effect.



Don Blair (right) discusses some of the fine points of apple growing in the Thomson orchard at Abbotsford.

### Old Timers Present

Not all the crowd made the trip through the orchard, which is some distance from the meeting point at the storage plant. Those who remained behind lunched at the plant, and later had the pleasure of listening to the Minister of Agriculture, Mr. Barre. Later, Morley Honey contributed a short history of the Pomological Society. It was interesting to note the presence at the meeting of John Marshall who, at 91 years of age, is one of the two remaining charter members of the Society, having joined when it was formed in 1894. The other surviving member, Robert Whitney, is 97, but felt the day was too hot for him to venture to the meeting.

The afternoon was spent at Granby. Gathered at the Monastery of the Sacred Heart, the members were welcomed by Mayor Boivin, then heard a talk by A. E. Mitchell on apple growing as practised in Michigan, with special reference to speed spraying. Lionel Cinq-Mars commented on the local spray programmes. Following this everybody paid a visit to the Granby Zoo, then back to Abbotsford for supper and a talk from Charlie Eaves about the Annapolis Valley and its fruit growers.



The new plant of the Abbotsford Apple Growers' Co-operative.



# Holstein Picnic Drew Crowds



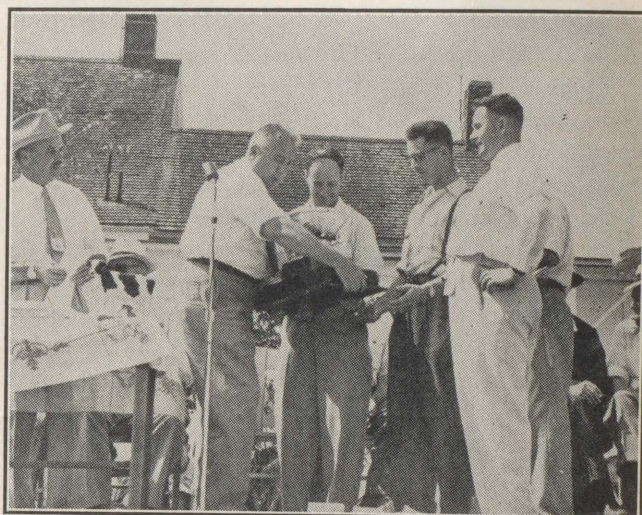
This gives some idea of the number of parked cars. There were almost as many more behind the camera.

**D**ONAT GIARD's farm at Ste. Rosalie was the rallying point for some 2500 Holstein enthusiasts when the Association's annual picnic and field day was held there on July 29th. They spent a happy day broiling in the sun, consuming gallons of soft drinks, watching experts Ness and Toupin demonstrate the principles of type classification. They also had a chance to see the famous Giard cattle on display, and took part in judging competitions. The afternoon's sessions were given over to speeches; the hardier souls stood or sat in the sun to listen, but those who could take advantage of the shade at various parts of the farm didn't miss much, for the amplifying system was very efficient and worked well. Hermas Lajoie was the genial master of ceremonies and kept everybody in good humour all day.

The W. K. MacLeod Trophy was up for competition again; three-man teams from the various clubs viewed with one another in the morning judging contest. Winners were Messrs. L. Gagnon, E. Gagnon and G. Begin

of the Levis-Bellechasse club, with a score of 175 points. The Huntingdon club of Cecil Murphy, Dan Murphy and Oakley McRae came in second, only 4 points behind the first team. The winning club holds the cup for one year, and each member of the team receives a silver vegetable dish for himself. These were presented to last year's winners at this year's picnic.

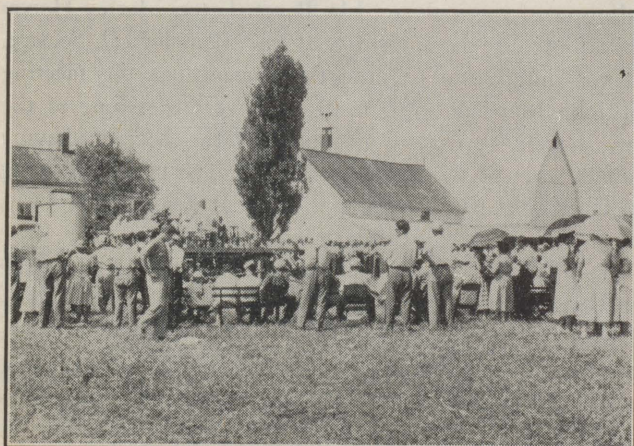
The judging competition open to anyone was well patronized. Holstein breeders are evidently good judges of cattle, for 15 women and 44 men all made perfect scores on their cards. There weren't enough prizes to go around such a large crowd of winners, so those to receive awards were decided by lot.



Mr. W. K. MacLeod presents his trophy to the Levis-Bellechasse judging team.

Door prizes, if one can use that expression for an outside meeting, were three bull calves, donated by Brown Corporation, Raymondale Farm and W. K. MacLeod, G. L. Guilbert also put up a heifer calf which was raffled. All these animals were won by people who can make use of them on their own farms; all four of them have good pedigrees and the lucky winners went home congratulating themselves on their good fortune.

It was a good picnic; well organized, well run, and attended by a large crowd of enthusiastic farmers. It does everyone good to take a day off now and then for fun in the sun and it was evident that everyone there, including the hard-working organizers, was enjoying themselves to the full.



Cabinet Ministers and other distinguished guests on the platform braved the hot sun all afternoon.

## Our Cover Picture

This North Hatley farmer won't have any trouble with frost-burst water pipe next winter. That's polyethylene piping going into the ground with little or no trouble. Note the boy handling the big roll of pipe with ease. Photo by C.I.L.



## A Good Shorthorn Field-day

COUNTING the women and children, there were over a hundred Shorthorn enthusiasts at Senator Adelard Godbout's farm on August 2nd for the annual field day; and with a membership of some 150 in the Association, this was a pretty fair turnout. And, as one visitor, said, if it had been raining there would have been still more. But there is still a lot of hay in the fields in the Frelighsburg area and a day without rain mustn't be wasted, even for a breeders' meeting.

As far as the programme went, it followed the standard pattern for these events. The morning was taken up with arrivals and a short trip around the farm, with an inspection of the Shorthorn herd. The afternoon was devoted to judging contests, a few short but pithy speeches, and a further tour of inspection. Everybody seemed pleased to have a chance to look over this farm, on which Shorthorns have been kept for only the past three years, and they found that the combination of apple growing and beef production seems to be working out well here. Senator Godbout is certainly sold on the idea; he has some 7000 apple trees and 150 Shorthorns on his 800 acres at the moment. He expects to cut the herd down to around 100 or 125 before long, and his objective in his breeding programme is to breed size and calf-rearing ability into his cows with his big, rangy bull, then to use a more typy bull on them to produce strong calves. According to the Senator, any success that has been achieved is due to the hard work and the



Host Godbout

farming know-how of his son Jean, who, incidentally, is vice-president of the Shorthorn Club.

The judging contest was a friendly type of affair that almost everybody took part in. Mrs. Herbert Loveland of Sawyerville took top honours in the ladies' division, and Ross Edwards surprised nobody when he won handily in the men's. Winning halters for top boy and top girl respectively were John Nichol of Lennoxville and Marilyn Bennett of Bury; names not unfamiliar in beef breeding circles.

Another feature of the programme was the auction sale of a heifer calf donated to the cause by Mr. Godbout. Vic Pelchat found himself cast in the role of auctioneer and, in spite of protestations that he didn't know a thing about it, he did an excellent job. But the fact that it was a "Chinese Auction" helped him out. The idea was this. A minimum value of \$25 was placed on the calf. When the auction started, every bidder was required to deposit the amount of his bid with the auctioneer immediately. Bids were small — anywhere from a quarter to a dollar, but the pile of money at the auctioneer's feet mounted rapidly. Change was on hand for the person who might have a dollar bill in his pocket but who wanted to bid only a quarter. A time limit, known only to the executive, was set on the auction, and when the closing signal went, the man who had made the last bid got the calf on payment of the \$25. Once the crowd caught on, the bidding was fast and furious, and the sale raised \$85.00 for the club funds. M. Seignac, who raises Shorthorns at Berthierville, took the calf home with his last-minute bid of twenty-five cents.

Mr. L. P. Roy, as Mayor of Frelighsburg, welcomed the guests and told them something of the kind of farming that goes on in his area. President Campbell of the Ontario Shorthorn Club brought greetings and explained



One of the classes for the judging contest.



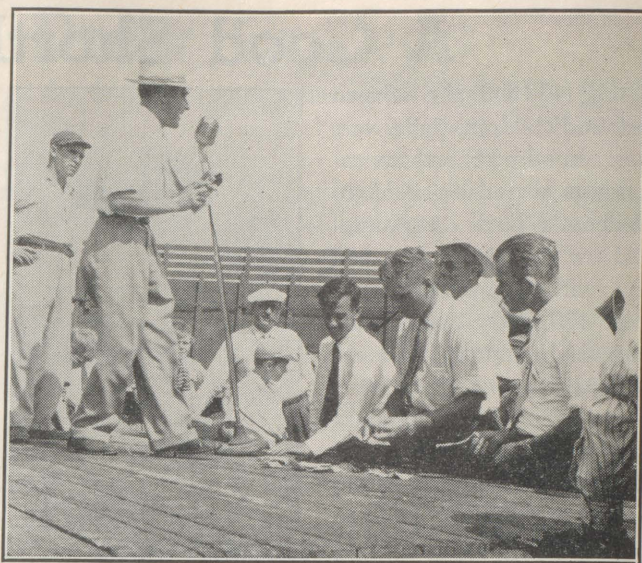
Agronome Fred Rousseau and 4-H fieldman Don Robertson score the judging contest cards.



some of their troubles in shipping cattle to the South American markets. J. P. Fleury praised Senator Godbout's herd, which he rated as one of the best in Quebec, although it has been a unit for only three years, and explained that his division is trying to persuade dairy farmers with ordinary herds to introduce beef bulls.

Prof. Hamilton of Macdonald College spoke of the need for diversification of farming and the need for a rational plan adapted to the local needs and markets, a good example of which was to be found on the Godbout farm.

Also taking part in the programme were Ab. Stoltz, fieldman for Shorthorns, J. A. Ste. Marie and Ernest Mercier, past and present Directors of the Lennoxville Experimental Farm, who gave the reasons for the official placings of the classes in the judging contests. President Ted Bennett kept the programme running smoothly.



The money rolls in as Vic Pelchat keeps the Chinese auction rolling at high pitch.

## 4-H Eliminations

Ninety-one 4-H dairy calf club members from central Quebec turned out for the annual field day and elimination contests held the last week of July at Macdonald College. Eight clubs were represented, Vaudreuil-Hudson, Lachute, Arundel, Howick, Huntingdon, Ormstown, Cowansville and Brome. The beautiful sunny weather helped make the full day's outdoor program go off better than usual. Even the baseball games could be played without any delays.

The morning was mainly devoted to judging dairy cattle but the last half hour was given over to a sheep weight guessing contest. The 4-H'ers had three classes of cattle to judge, Holstein cows, Ayrshires cows and a class of Ayrshire heifers. Twenty-four of the juniors, three from each club, were the official judges taking part in the elimination contests. The winning 4-H team will go on to the Sherbrooke Exhibition the first week of September to compete against the winning dairy calf club teams from other sections of the province to determine the team which

will represent Quebec at The National 4-H Club Week in Toronto at the time of the Royal Winter Fair this Fall. The other boys and girls were doing the judging for practice and in the hope of being named to their club team next year.

The program for the day was in charge of Don Robertson, federal fieldman and supervisor of 4-H activities in the English sections of Quebec. Professor A. R. Ness, Professor L. H. Hamilton and John Moxley of the Animal Husbandry Department at the College, together with Henri Reid, agronome from Vaudreuil-Soulanges, set the official placing of each of the cattle classes.

The club members had a lot of fun in guessing the weight of the 4 rams, 2 border Cheviots, 1 North Country Cheviot and 1 Southdown. Many of them were surprised when Professor Hamilton announced the official weights. Practically all thought the Southdown ram was heaviest. Barbara Miltimore of the Brome club made the best guess on the four animals.

The afternoon was given over to a baseball game, except for the 24 official club representatives who had to give oral reasons for their placings as well as answer a quiz on their knowledge of club work, farm management, feeding and housing of animals. Frank Pewtress, field supervisor of R. O. P. testers, took the oral questionnaire, while the judge, who set the placings of the cattle class listened to reasons.

When all the results were tabulated, the Lachute team of John Oswald and Ken McOuat emerged in first place with a combined score of 853 out of a possible 1000. Second with 785 were Brodie Templeton and John Logan of Howick; Milton Hooker and Grant Cameron of Ormstown placed third with 775, and Huntingdon came in fourth when Dave Rankin and Bill Macdonald posted a score of 709.







## THE WOMEN'S INSTITUTES SECTION

*Devoted to the activities of the Quebec Institutes  
and to matters of interest to them*

### Ideas Plus Action

"The words of the theme of this convention, 'Ideas Plus Action', are those of our international past president, Mrs. Sayre", said Mrs. G. E. LeBaron, Q.W.I. president, at the opening of the 40th annual provincial convention at Macdonald College. The speaker felt the quality of leadership is not lacking but is suffering from disuse. A spirit of real and intelligent interest is the foundation for the success of any program, stated Mrs. LeBaron, and went on to say, "Ideas follow as a matter of course, action develops ability and ability makes leaders".

The delegates were welcomed by Dr. W. H. Brittain, Vice-principal "Time has not dimmed the cordiality or warmth of our welcome to one of the most, if not the most, important organization for rural betterment" said Dr. Brittain, and wished the convention every success.

Mrs. Parsons, in her reply, stressed the fact that the development and progress of the Q.W.I. is due in no small measure to Macdonald College.

Greetings on behalf of the Department of Agriculture were extended by Mme. P. C. LeBeau, Secretary of the Home Economics and Handicrafts Division. Paying tribute to the work accomplished she added, "May the next forty years be glorious ones".

Mrs. G. D. Harvey, 1st vice-president, outlined the 40 years of history of the Q.W.I., in original verse, paying tribute to each past president. Only two were able to be present, Mrs. C. E. Petch and Mrs. R. Thomson but greetings were read from those still living but unable to attend.

Almost stealing the show, Miss A. S. Pritchard, a charter member from Pontiac County, who was attending her 40th consecutive convention, read the minutes of the

1914 convention, which she recorded 40 years ago as secretary of the Q.W.I. Mrs. E. L. Atto, Lennoxville, a member of 40 years standing, was also introduced.

The Harwood Singers, a newly formed group of that Institute, with Miss J. Straight conducting, delighted their audience with several numbers. The musical selections and splendid voice of Prof. A. Banting, accompanied by Mrs. E. C. Irvine, added much to the enjoyment of the evening.

Two outstanding addresses were given at the convention. "Is Today's Schooling a Bargain?" was the title chosen by Mr. R. Flood, President Provincial Association Protestant School Boards. He outlined the various groups responsible for education in this province, from the Protestant Committee through to the parents themselves. In conclusion Mr. Flood stated that by and large our school facilities are economically run and in their running we obtain countless dollars worth of free services, particularly at the administrative level. "I don't think this adds up to a bargain at present", he said, "but it could be a tremendous bargain if we parents gave our schools unflinching support in the homes by doing our full share to bring up our children properly and by giving full support to the school effort".

The other address was given by Dr. J. S. Thomson, Dean of the Faculty of Divinity, McGill University, on "Responsibilities of Citizenship". He pointed out that it is the duty of citizenship to exercise ourselves in perpetual awareness of our responsibilities, be swift to resist every sign of the dictatorial rule and be equally ready to put the good of many before the interest of the few. "We must look to the rural communities to keep the springs of life fresh and clean", he concluded.

A panel discussion gave the members a "Look in" on Adult Education at work. Speakers were Miss F. E. Campbell, Miss Roberta Ridley, Miss Frances Maunsell and Mr. J. Davidson, with Prof. H. R. C. Avison, Director, Adult Education Service, as moderator.

Reports from the office staff showed three new branches had been formed, a total now of 104 with the membership still hovering around the 3000 mark. Workshops, in which several branches participate, are proving their worth and Painting for Pleasure continues to be the popular course. In craft, leatherwork, (beginners and advanced) has been favoured.



Tea was served at the Chalet at the end of the tour. The host, Dr. Brittain, arrives with his car-load.



School fairs are always a highlight of the report in Agriculture, Mrs. Brown convenor, and Miss Hatch's report for Education featured increased interest in libraries. Nearly all branches support bursaries, either as an individual or county project. "Old crafts are being kept alive and new ones learned", said Mrs. Smallwood's report on Home Economics and Citizenship, Mrs. Ossington reporting, covered a wide scope of activities. An important item was, "Municipal laws have been studied and Council meetings attended". Courses in First Aid and Home Nursing were noted in Mrs. Leggett's report on Welfare & Health, and practical assistance to hospitals was stressed. The convenor of Publicity, Mrs. Evans, was pleased to note an increasing awareness of the importance of publicity and its relation to the growth of the organization, with more emphasis on the use of radio.

On the last morning the question box was opened and the varied questions pertaining to many phases of the work were read and answered. This innovation of a few years back has grown in popularity.

One heard such familiar remarks as "the most interesting convention", "I understand the work much better", "Can I ever do it justice when I give my report?" — and much more of the same, as the delegates said "Good bye" to friends, old and new, carefully tucking away the notes collected for the benefit of those "back home". On Tuesday afternoon delegates, to the number of 100, enjoyed a conducted tour through the Morgan Arboretum, under the guidance of Dr. Brittain, followed by a tea at the Chalet. This was a most interesting experience as this is one aspect of the work being done by the College that is little known to most Institute members. The Macdonald Women's Union and friends kindly loaned cars to convey this large group to and from the woodlot.

Monday afternoon the Q.W.I. Board was graciously entertained by Mrs. Brittain at a tea at Glenaladale, a pleasant interlude in the round of business.



The Provincial Secretaries' workshop at a recent Farm Forum conference.

## Your Meetings

Fitting in with the interest of Institute members in program planning are these pertinent comments, taken from "Community Courier", a publication of the Community Programmes Branch, Department of Education, Toronto, and repeated here by special permission.

### What Brings People Out To a Meeting?

**Feature**—The fame of a speaker. A well-known name often acts as a magnet.

**Publicity**—Good publicity carefully timed. The effort put into getting out notices which arrive after many people have made prior engagements is wasted. On the other hand, material released too early may be "stale" by the time the date arrives.

**Curiosity**—Topic so stated that it arouses interest.

**Companionship**—A friend desires company.

**Human Relations**—A desire to "belong" to a group. Man has strong social instincts.

**Responsibility**—A feeling of being needed, a belief in the importance of the personal contribution.

**Pleasure**—An attractive invitation. The appeal of refreshments and the relaxed social period it suggests should not be ignored.

**Loyalty**—Devotion to a special cause or pride in the group.

**Enthusiasm**—A whole hearted wish to share in the efforts to solve the proposed problem.

### Why They Continue To Come

**Ideas**—Their interest in the proposed course of action was stimulated by the introductory meeting.

**Knowledge**—They were inspired with the hope that they would learn something new.

**Enthusiasm**—They were given a chance to participate actively.

**Atmosphere**—They were treated with friendly consideration.

**Devotion**—They are loyal to the cause.

### Why They Stay Away

**Boredom**—Discussion at the introductory meeting was unskilful and wandered, or it was over their heads.

**Discomfort**—The physical arrangements were poor. The room was poorly lighted, poorly heated, poorly ventilated or the chairs very hard.

**Indignation**—The presiding officer was one of those who do everything themselves, not knowing how to delegate authority.

**Impatience**—The introductory meeting was disorderly due to lack of good leadership.

**Unfriendliness**—The attitude of the people about them at the first meeting was one of cold indifference.

### How Can Membership Participation Be Encouraged?

**Preparation**—Before they can be expected to participate actively, members of the group will need some sort of briefing to help them arrange their ideas. This can be accomplished by thought-provoking literature mailed to



their homes ahead of the meeting date, or by means of a preceding talk by a speaker in the full assembly, or by the leader of the group.

**Guidance**—Careful phrasing of questions will help keep the discussion on the track.

**Acceleration**—Each individual should be given a chance to participate. He will if his opinion on a question is asked, but not demanded.

**Deceleration**—Friendly but firm handling of the too talkative member is important. When he pauses for breath the chairman can break in with "Let's hear from some others on this point", quickly naming someone to pick up the ball of discussion.

**Significance**—Members should feel that their discussion is more than idle talk, that it is important to all, even if indirectly.

**Democracy**—The group should be convinced that none has a monopoly on brains, that the ideas of all will contribute to the discussion.

## The Month With The W.I.

Q.W.I. Annual Convention and Leadership Training Course again the highlights in most counties. Picnics and plans for picnics featured in many meetings.

**Argenteuil:** *Arundel* heard the report of the Q.W.I. Convention given by Mrs. R. Staniforth. Final plans were made for the Bazaar, July 16th. A booth of Polish handicrafts will be exhibited and sold by Mrs. Sosnkowski. *Brownsburg* heard an informative talk on "Wills", by Mr. George Calder of *Lachute*. Reports were given on the Leadership Training Course and the Q.W.I. Convention. Handicraft work will be exhibited at *Ottawa* and *Lachute* Fairs. A sing-song was enjoyed. *Lachute* had as guest speaker Mr. M. E. Walker, who gave an interesting talk on his trip through Mexico. *Lakefield* had a sale of home cooking at the Kerr Farm. A bazaar was held. *Mille Isles* made plans for a community picnic and food sale. *Upper Lachute* and *East End* held a picnic at the home of Mrs. James Robertson. Mrs. W. D. Hume and Mrs. Roy Morrison gave report of the Q.W.I. Convention.

**Bonaventure:** *Black Cape* had as guest speaker Mrs. J. A. Campbell county president, who gave the highlights of the Q.W.I. Convention at *Macdonald College*. Mrs. Blair Fairservice read a paper on "The Care and Handling of Food". \$5.00 was donated to the Calf Club. *New Richmond* had as guest speaker, Mr. J. Allard, county agronomer, who gave a talk on "The Spraying and Fertilizing of Apple Trees". Members observed "shut-in-day" by visiting the sick and shut-ins and sending gifts, letters and cards to those unable to lead an active life. *Port Daniel* and *Marcil* members held a joint meeting and had Mrs. J. A. Campbell as guest speaker, who gave a fine report of the Q.W.I. Convention. A copy of "Fifty Years of Achievement" was

presented to Mrs. Campbell in appreciation of her visit. Gifts for the bazaar were brought in. Flowers were presented to Miss Florence Fraser, who sailed for *Southampton*. *Port Daniel* and *Shigawake Juniors* had a quilting demonstration by Mrs. Alfred Prince. The sum of \$41.25 was realized from a dance.

**Brome:** *Austin* appointed convenors for the various booths at the annual Garden Party. *South Bolton* planned the sale of a prize quilt. Several ladies visited Mr. Bradley's new milk pasteurization plant and watched the milk being processed. Socks for the exhibition were handed in. *Sutton* realized \$37. from the sale of a quilt, donated by two members. Rolls of cotton were sent to the *Sweetsburg Hospital*.



Lower Eardley delegates, Mrs. Riches and Mrs. Kerr, at the Chalet.

**Chat-Huntingdon:** *Aubrey-Riverfield* heard splendid report of the Q.W.I. convention given by Mrs. J. Reddick. \$10. was voted to Q.W.I. Service Fund. \$20.40 was realized from a rummage sale. Squares are being knitted for Greece. Community singing was enjoyed. *Dundee* had a talk by Nurse Reed on "Misconceptions Concerning Mental Illnesses". Mrs. Earl Gardner gave the Q.W.I. Convention report. "Cover a burn with aluminum foil" was the prize winning hint in the contest. *Franklin Centre* gave prizes to the pupils of *Franklin Consolidated School* for general progress during the year. 31 folding chairs were purchased for the school. Mrs. L. Robinson gave a detailed report of the Annual Convention. *Huntingdon* made plans for the W.I. booth at the *Huntingdon Fair*. A paper "An Adventure In Citizenship", written by Brian Smith, a high school student, relating his trip to *Ottawa*, sponsored by the *Huntingdon Rotary Club*, was enjoyed. Mrs. W. Bernhardt, county president, gave the Q.W.I. Convention report.

**Compton:** *Bury Juniors* accompanied by the *Scots-town Juniors* enjoyed a trip to *Quebec City*. *Bury* reported the most successful Dental Clinic to date. Plants received from Mrs. Bernhardt and *Vaudry's Greenhouses*



have added much to the appearance of the Memorial Rock Garden. An interesting quiz on early history of the town added much to the interest of the meeting. *Brookbury* presented Mrs. S. B. Coates, retiring county president, with a pin in appreciation for her faithful service to Q.W.I. Two films, "On Which We Build", and "Royal Destiny", were shown. Contributions were made to Dental Clinic and to prizes for Bury High School. A pin was given to a departing member. *Canterbury* sent two delegates to Leadership Training course, who displayed articles made while there. Two boxes of clothing were sent to Save the Children, contributions were made to Dental Clinic and school prizes for Bury High School. *Cookshire* members had a demonstration by Singer Sewing Machine Co. A rummage sale netted \$15. Several boxes of clothing were sent to Salvation Army, Sherbrooke. Mrs. J. A. Fraser was presented with a Life membership in recognition of her outstanding service to the branch. *East Angus* held a paper drive which increased their funds by \$65. A donation of \$10. was sent to the Cecil Memorial Home at Austin. Plans were made to visit Sherbrooke Record. *East Clifton* heard two interesting papers, one on "Sheers" and Mrs. Adams' "New Year Message", *Scotstown* heard a fine report of the Leadership Training Course from a member who attended. The branch helped cook for the Jrs. to finance their trip to Quebec City with Bury Jrs. A film on Standard Foods was shown. Articles sold from a mystery table aided funds.

**Gaspé:** *L'Anse-aux-Cousins* had as theme of their meeting Health and Welfare. Arrangements for the annual picnic held at Peninsula Beach were completed. \$10. was voted to county scholarship. A calendar quiz was featured. *Sandy Beach* had contests on the W.I. Handbook, also riddles and tongue twisters with prizes given to winners. A visitor, Mrs. H. Dimock, brought greetings from the New Richmond branch. \$30 was voted for the upkeep of Fort Haldemand.

**Gatineau:** *Aylmer East* reports a most enjoyable Grandmothers' meeting. Noreen Lynch gave a monologue in their honor and Mrs. J. C. Jameison, past president of branch and county, and a grandmother, presented a fine paper. Following a discussion on the poor quality of sewing thread, findings were sent to C.A.C. Ottawa. *Breckenbridge* held a successful supper. A paper "Feeding Turkeys" was given by Mrs. M. Davis. How to make green paint to stain shingles was explained by Mrs. L. McConnell. Mrs. Fred Lusk spoke on "Education" and "Home Economics". *Kazabazua* made plans to have a booth at the picnics. *Lower Eardley* observed two minutes of silence in memory of Mrs. O. Kerr, former treasurer. The report of the Q.W.I. was given. A contest, "cat romance" was enjoyed. Plans were made for a tea and money shower in aid of the Protestant Children's Home at Gatineau Point. *Rupert* planted shrubs and



Ste. Annes W.I. had a happy day at the cottage of the president, Mrs. Little. She is shown standing at the back.

blue spruce in Rupert Union Cemetery, and arrangements were made for Decoration Day. Members have been chosen to visit Gatineau Memorial Hospital each week. A picnic for three schools, with suitable prizes given was most successful. \$50. was donated to Gatineau Memorial Hospital to buy extras approved by board. At *Wakefield* a play "Spider Island" netted a goodly sum for the branch. \$25. was given to Loan Fund, which fund is being established in Wakefield for Grade Eleven, pupils of LaPêche Intermediate School, money may be borrowed for University.

**Missisquoi:** *Cowansville* welcomed two new members. The report of the Q.W.I. Convention was given by Mrs. M. McClure. Mrs. Gordon Brown gave a resume of the address given by Queen Mother, Elizabeth, to 5000 women, delegates of the U.K. National Federation of W.I. *Dunham* heard the report of the Q.W.I. Annual, given by delegates from Fordyce branch, Mrs. J. Syberg and Miss G. Jones. *Fordyce* heard papers on, "Now That she Can be a Lawyer", "Firsttime Ship Soon to Sail on Last Voyage", and report of sub-executive of A.C.W.W. Miss G. Jones and Mrs. J. Syberg gave the Q.W.I. Convention report.

**Pontiac:** *Bristol* proposed to buy a power mower and plant more flowers on the village square. Arrangements were made to form a unit of the Pontiac Community Hospital Auxiliary. The report of the Q.W.I. Convention was given. A guessing contest from the local newspaper was conducted. *Elmside* had a fine talk "Old and New Ways of Life and Living", given by Mrs. J. L. McKeen. At *Quyon*, Mrs. R. M. Hudon read a paper on "Diet vs Other Means to Combat Obesity". The Handicraft tea held by the branch was most successful. A birthday calendar is being compiled. Woodworking classes for boys have been completed and exhibits are ready for fall fair. A sewing class is to be conducted for young girls. *Shawville* heard a talk on "Publicity", given by Mr. D. Dickson, editor of Shawville Equity.



**Quebec:** Valcartier realized the splendid sum of \$140. from the Dominion Day dance. Mrs. Myrna Goodfellow and Mrs. H. Banning gave an interesting report on their trip to the Q.W.I. Convention. Mrs. K. L. Smits, convenor of Welfare and Health was presented with a leather briefcase upon her departure to Wooley Ont.

**Richmond:** Cleveland had talks on the work of W.I. in other countries. A contest on weights and measures was held. Two silver dollars were presented to a member's new baby. Dennison's Mills bought a gift for a bride. A sale table brought a nice sum for the treasury. Gore had as guest speaker, Mrs. Gordon Crack, who gave a report on the Leadership Training Course and showed a pair of gloves she had made during the glove course. Spooner Pond heard a report of the trip and day spent at Macdonald College during the Q.W.I. Convention, given by Mrs. A. Stimson. Eight members from the branch attended. The Convention report was given by Mrs. E. Wentworth. The contest conducted by Mrs. H. Vigneault was won by Mrs. G. Brack. Literature was given out by Education convenor, Mrs. E. Oakley. Quilt blocks to be made up were given out. Wollen squares are to be knit for blankets for Greece. \$22 talent money was brought in.

**Rouville:** Abbotsford had as guest speaker, Mrs. J. Ossington, of Granby Hill, who gave an interesting talk on "Citizenship".

**Shefford:** Granby Hill members stood in silent prayer in memory of the late Mrs. Fred Neil. Mrs. S. Shank gave a report of the Q.W.I. Convention. A demonstration on plastic was given. Granby West held a picnic at the farm of Mrs. Strom. Mrs. Drew was in charge of the contests. Prize winners were Mrs. Mache, Mrs. Bullard, Mrs. Pow and Mrs. Ladd. Mrs. Pow also won the prize donated by Mrs. Hickey for the best piece of handwork. Mrs. N. Drew gave the highlights of the Q.W.I. Convention. Mrs. R. Crossfield reported on her visit to Abbotsford branch of the W.I. The members visited the filtration plant, were conducted by Mr. Gagnon, Granby. Members donated handmade articles and pieces for a quilt. Warden, too, heard the report of the Q.W.I. Convention. The roll was answered by paying three cents for each foot of height and one cent for each additional inch.

**Sherbrooke:** Ascot heard a splendid report of the Q.W.I. Convention given by Mrs. Norman Bowers. Several articles of handicrafts, including paintings done by members, were on display. A miscellaneous shower was given for a bride-to-be. Belvidere's meeting took the form of a picnic at the lakeside summer home of one of its members. The Education convenor read from the pamphlet "At Home In The World". A talk by a

member on "International Peace Garden" and "the Club Women's Creed" was broadcast over station CKTS. Brompton heard several articles read by the different convenors. Three members worked at the Cancer Clinic one afternoon. \$5. was sent Flambeau Mission, \$5. to Cecil Memorial Home. Lennoxville heard the highlights of the Q.W.I. Convention given by Mrs. A. E. Abercrombie. Members assisted with local Dominion Day celebration. A Glozina contest was held. At Milby first vice-president's day was observed with Mrs. W. T. Evans presiding. Mrs. Roy Suitor gave a fine report of the Q.W.I. Annual Convention. Congratulations were sent to Newfoundland on the occasion of their first convention. A contest "make and wear an apron from a feed bag" was held with Mrs. Allan Wark winning first prize, Mrs. George McVety, second and Mrs. Stuart Cairns, third.

**Stanstead:** Ayer's Cliff presented a corsage to Mrs. Little in honor of having been a member for 34 consecutive years. Birthday gifts were presented to two members. Clothing, bedding and supplies were sent to Cecil Memorial Home. A petition was signed by members re: the pasteurization of milk. A subscription was sent to Federated News. A parcel was sent to Korea. Flowers and a card were sent to a bereaved member. Beebe held a picnic at the Old Stone House, museum at Brownington, Vermont. The branch entered a float in the Dominion Day parade. Hatley heard an article on "African Violets". An exchange of slips and bulbs was held. Minton heard the report of the annual meeting. A prize was given. Stanstead North is improving the grounds and the appearance of Brick School House. A letter of appreciation was sent to Mr. Peter Leckie-Ewing of the Stanstead-Rock Island School Board.

**Vaudreuil:** Cavagnal is holding a hobby show and tea. A picnic was held at the home of Mrs. Raymond Hodgson. The branch's eldest member, Mrs. Tyson Robinson was present.



The group from Pontiac at the Convention, Miss Pritchard at extreme right. The county president, Mrs. A. C. Shennett, had to leave after the Board meeting so is not shown here with the delegates.





## THE COLLEGE PAGE

### The Macdonald Clan

*Notes and News of Staff Members and Former Students*

## Ontario Agr. Reps. Visit Macdonald

One hundred and fifteen Ontario agricultural representatives, and other agricultural extension specialists, were recent visitors at Macdonald College. A tour of parts of Quebec was on the itinerary of this year's annual extension conference held at Kemptville Agricultural School.

The Quebec tour included a visit to the Institute of Agriculture at Oka, Macdonald College at Ste. Anne de Bellevue, and the Regional Agricultural School at Ste. Martine. The latter included visits to several prominent dairy farms in the Chateauguay Valley district.

At Macdonald College the tour started off with an inspection of the College herds on pasture. Here the visitors showed a great deal of interest in the performance of North County and Border Cheviot breeds of sheep under Quebec conditions as well as the production of cross-bred market lambs. Professor Hamilton explained that the Aberdeen-Angus herd was now being rebuilt after several years cross-breeding trials with Shorthorns. One focus of interest in the beef pasture was an automatic insect spray apparatus worked by the cattle.

Professor Alex. Ness then took the group into the dairy pasture for a close-up of the milk cows. Production records, the breeding program, and pedigrees of outstanding cows were topics for extended discussion.

At the 120-acre Quebec Seed Farm, Professor Lods explained the methods used for increasing improved foundation seed stock for Climax Timothy, Dollard Red Clover, silage corn, and small grains. The aim of this program is to make new field crop varieties more quickly available to seed growers, Professor Lods pointed out. The Seed Farm has been a co-operative project between Macdonald College and the Quebec Department of Agriculture for the past 33 years and has been a conspicuous success in helping to make plant breeding results available to the grower.

Three special interest tours followed. Horticulture specialists visited the 1200 tree College orchard, the frozen food lockers and cold storage plants, and the vegetable and small fruit test plots. Animal husbandry enthusiasts

had an opportunity to see the mature dry stock and visit the new beef barn. Agricultural engineers visited a neighbouring farm which boasts a new-type geodesic barn complete with plastic panels for sheathing.

On the final stage of the tour the group saw through the dairy barn and discussed the herd sires and their pedigrees. The barley and oat breeding program was explained by Mr. Harold Klinck who conducted a tour of the small grain plots. Professor Howard Stepler, forage specialist, showed the visitors results of a forage establishment project as well as pasture seed mixture trials now under way.

Dr. F. O. Morrison, field day committee chairman at the College, was in charge of the tour.

## Honoured By Colleagues



Collecting decorations and honours seems to be a habit with Prof. Lods. His latest is the decoration of the newly-created Order of Agronomic Merit of La Corporation des Agronomes de la Province de Quebec. In our photo Prof. Lods receives his medallion from president Roland l'Esperance.



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